

# The Future of Business Belongs to Generation Enablement

INFOGRAPHIC



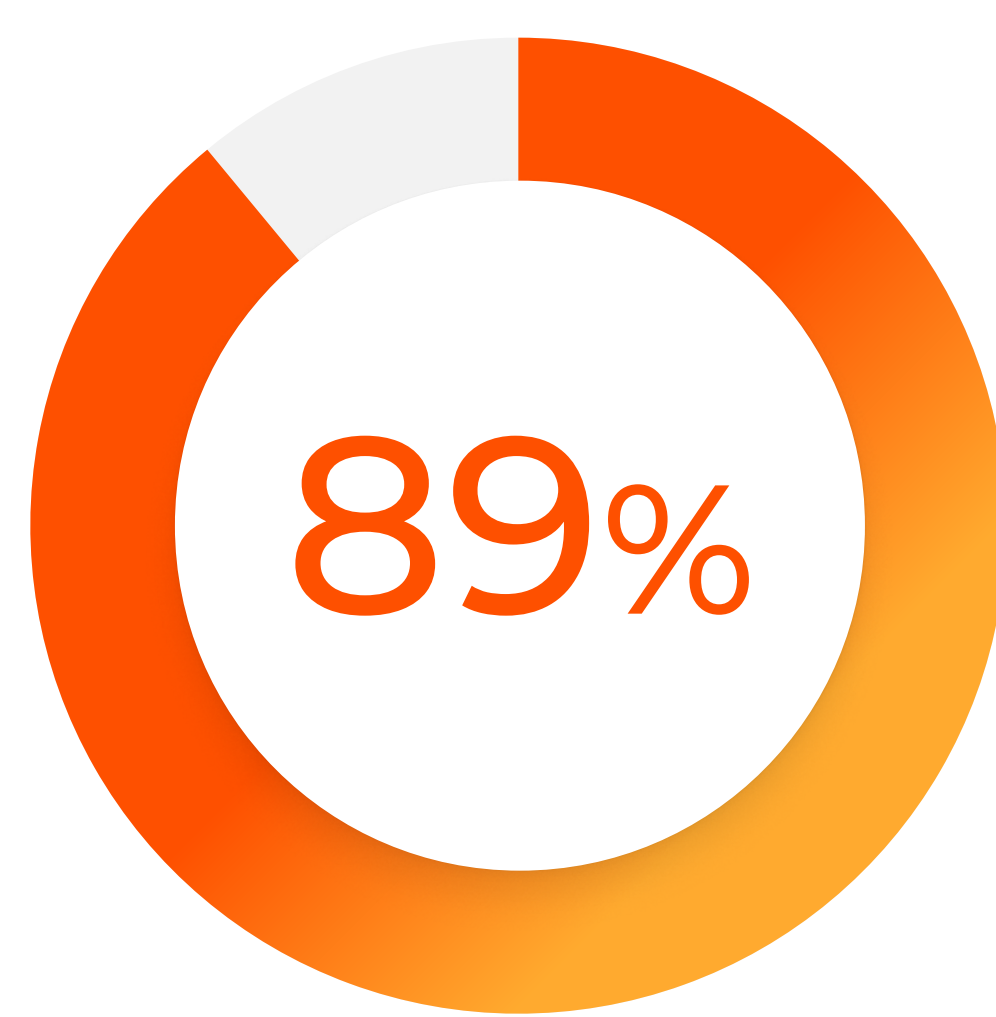
## What is Generation Enablement?

After surveying nearly 2,000 managers and senior leadership professionals in marketing, sales, enablement, and customer success roles within the United States, the United Kingdom, France, Germany, and Australia and across four generations—Baby Boomers, Generation X, Millennials, and Generation Z—Seismic uncovered a cohort that transcends both geography and age.

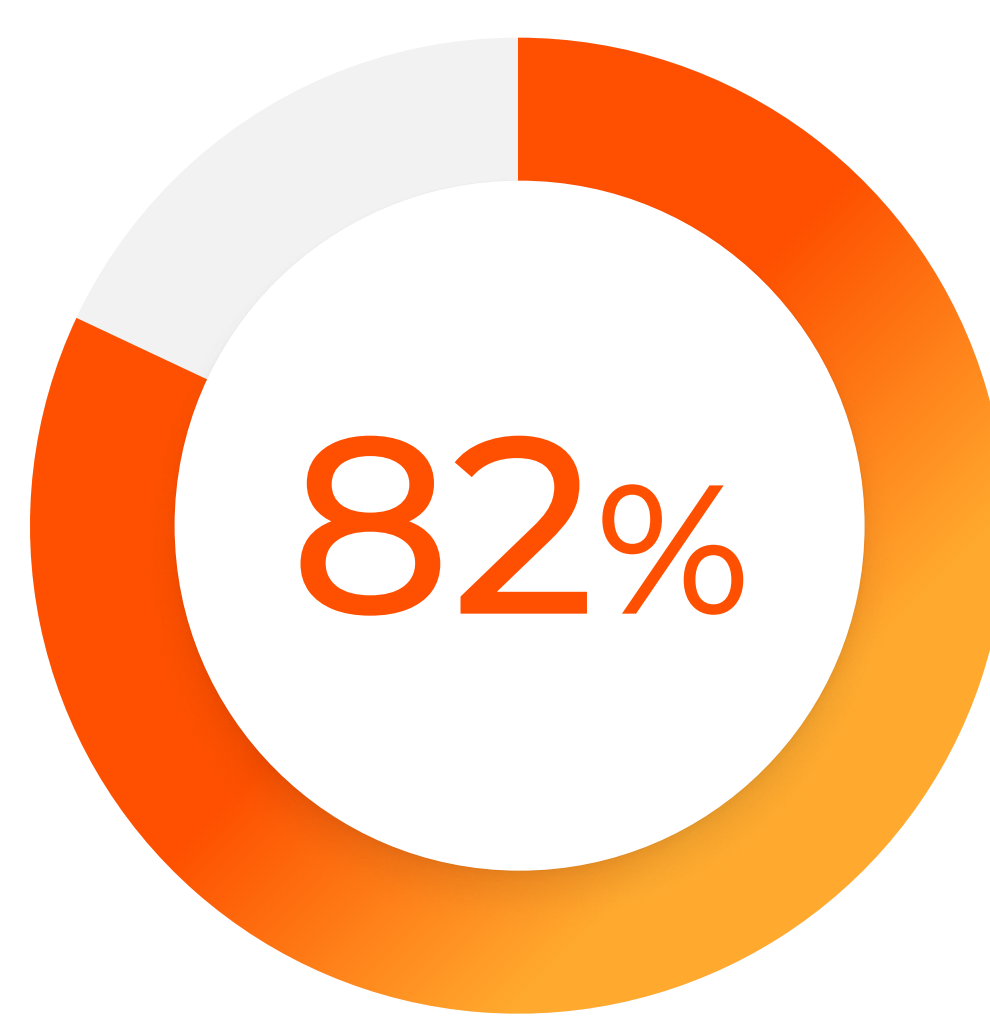
Dubbed **Generation Enablement (Gen E)**, this cohort is comprised of like-minded professionals who are committed to gaining insights and establishing best practices that drive strategic change, foster a digital-native approach to learning, and champion the adoption of artificial intelligence (AI).

As such, Gen E is defining and refining what modern strategic enablement looks like. Below is just a taste of what we learned from them.

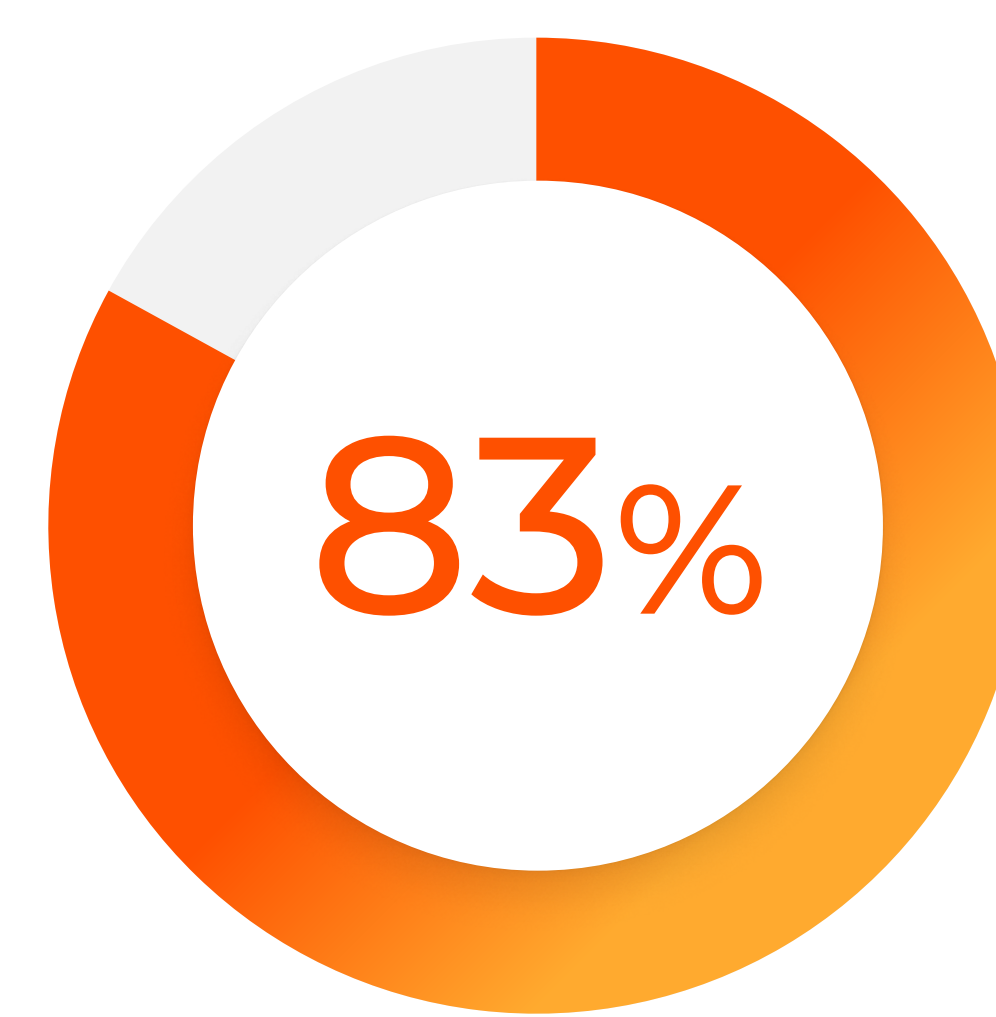
## Enablement is crucial to their businesses' future



of their organizations plan to **increase or retain their investment** in enablement technology



say enablement technology will help their company **exceed its 2024 revenue targets**



agree that enablement technology is **integral to weathering difficult economic times**

## Enablement transforms the go-to-market process



On average, Gen E says enablement technology saves them **12 hours per week**, allowing them to tackle more revenue-generating priorities

**89%**

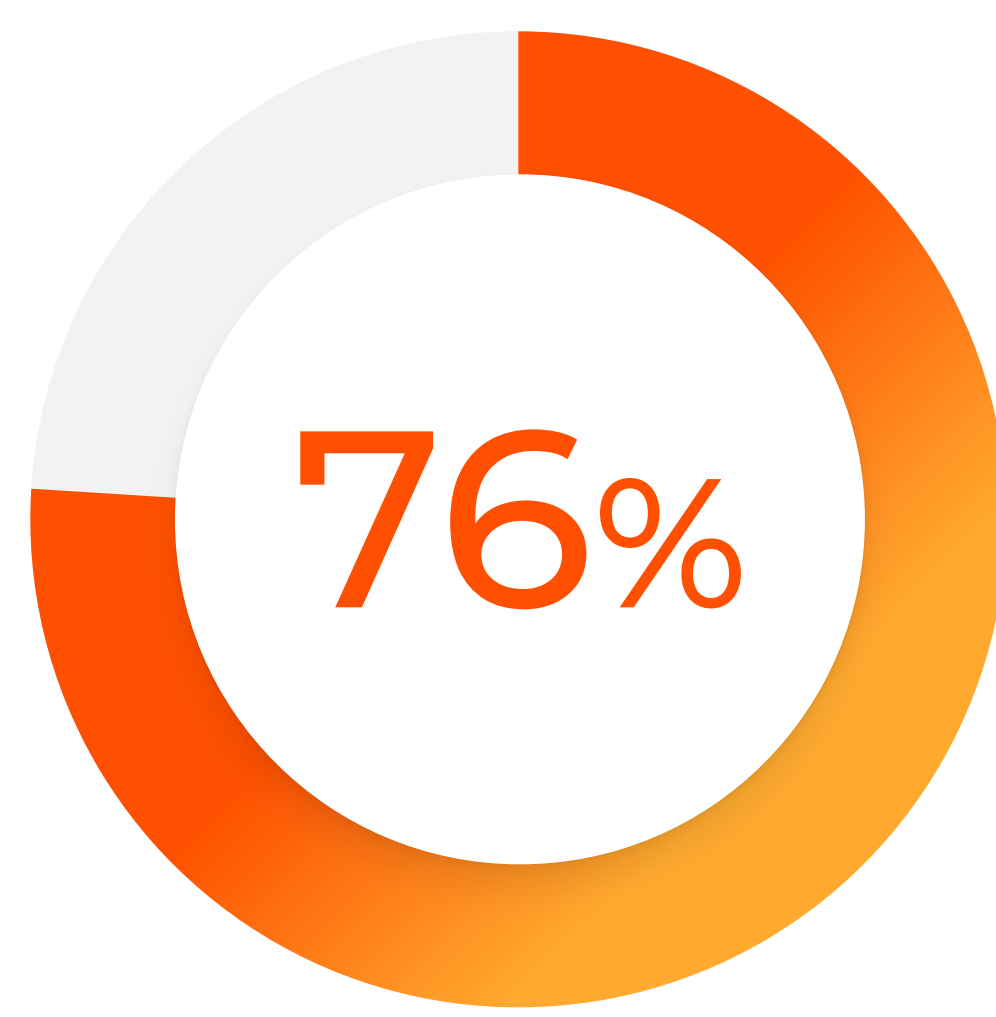
want the **variety of learning experiences** enablement technology offers

**91%**

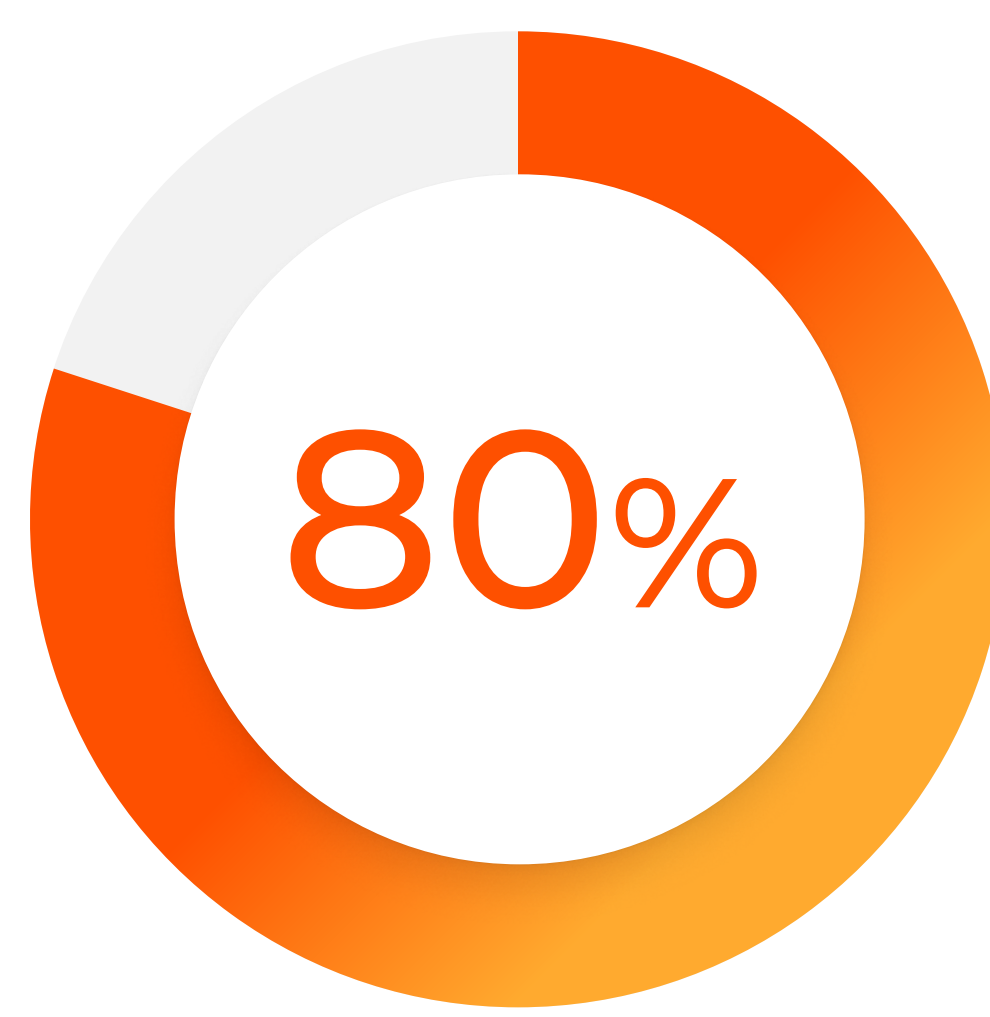
say enablement technology helps them **provide a better buyer experience**



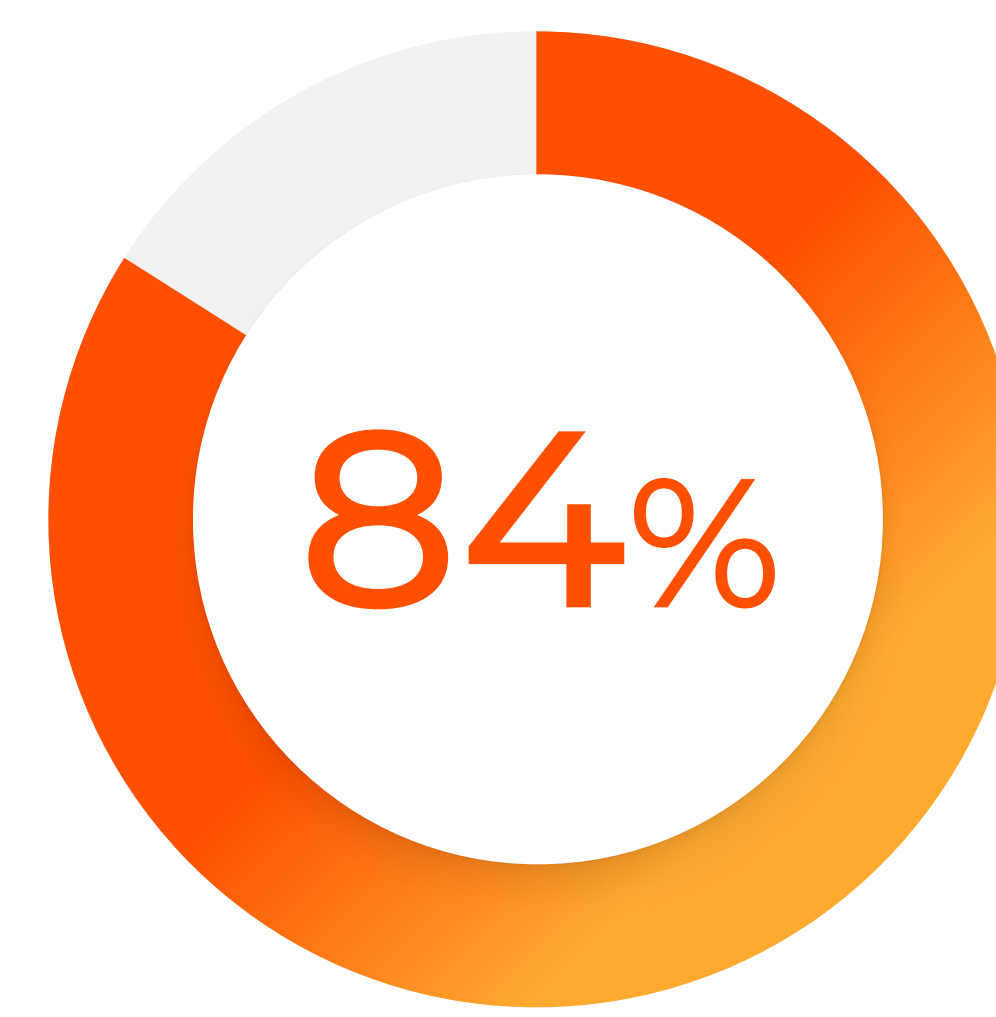
## Enablement attracts and retains talent



say enablement technology will **attract new talent** to their organization in 2024



say enablement technology will help their organization **retain talent** in 2024



express **heightened satisfaction in their roles** thanks to enablement technology



## Gen E is excited about the promises and prospects of AI

**92%**

agree their organization is **investing more** in enablement technology because it **utilizes AI**

**79%**

agree AI-powered technology **boosts productivity**

**77%**

say they see AI as a **virtual partner**—rather than just another tool—with great potential

To learn more about what's driving the growth of Gen E, check out the full report. →

